

NOTTAWASEPPI HURON BAND OF THE POTAWATOMI

A FEDERALLY RECOGNIZED TRIBAL GOVERNMENT

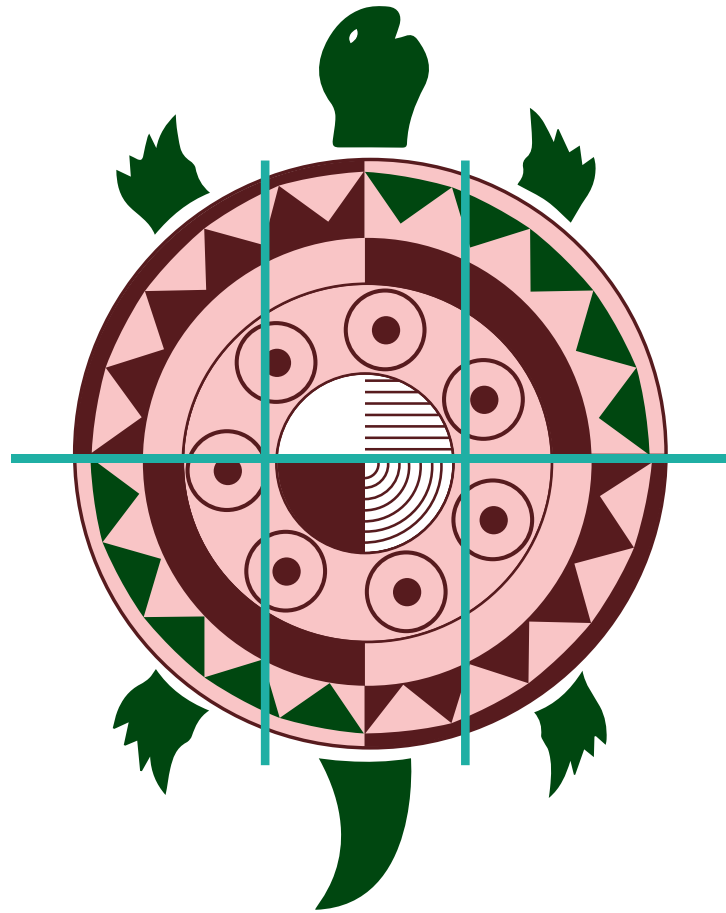
BRAND GUIDELINES

The purpose of the Nottawaseppi Huron Band of the Potawatomi (NHBP) brand guidelines is to establish Tribal recognition and a reinforcement of the Tribe’s communication. Communications from print to digital, should remain consistent and unified. These brand guidelines have been designed to strengthen and magnify the impact of the Tribe’s communication.

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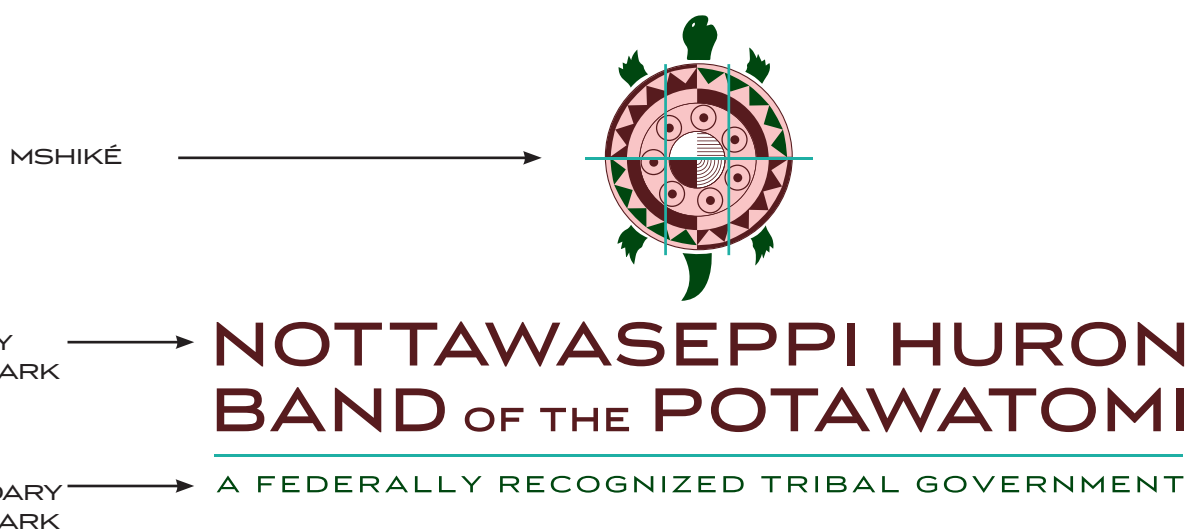
LOGO USAGE



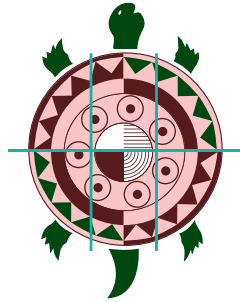
The Nottawaseppi Huron Band of the Potawatomi (NHBP) Mshiké (Turtle) was created to represent the different clans and where they are from. The head of the Mshiké is shaped like the state of Michigan, which is where the NHBP People are from. The seven circles represent the Seven Grandfather Teachings. The Mshiké also includes teal lines through its back, which represent the "H" in Huron. The circular back of the Mshiké represents the Medicine Wheel and was made with many lines to signify the many different teachings of the Medicine Wheel. The other rings inside the Mshiké are parts of the environment, like the sun and flowers, and also characterize the People themselves. The triangles are a form of applique, which is a piece of Potawatomi culture.

COMPONENTS OF THE LOGO

NHBP'S logo is comprised of three components; the Mshiké, the primary wordmark, and the secondary wordmark. All three components should be used together whenever possible:



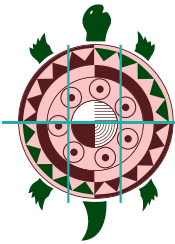
CENTER
STACKED
LOGO



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LEFT
STACKED
LOGO



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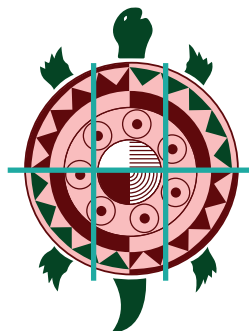
HORIZONTAL
LOGO



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ABBREVIATED
LOGO



NHBP

REVERSED LOGOS

The NHBP logo can be reversed out against any background color.



DEPARTMENT LOGOS

NHBP Department logos should use the left stacked NHBP logo with the department name below the Mshiké's tail.

Both the Potawatomi and English translations of the department name are required.



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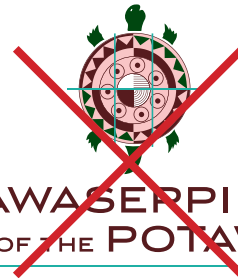
The NHBP logo should always include the secondary wordmark.



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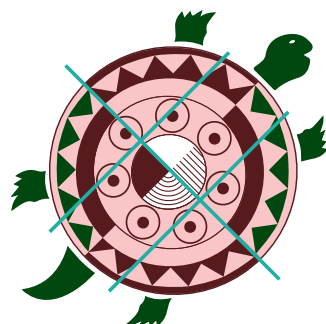
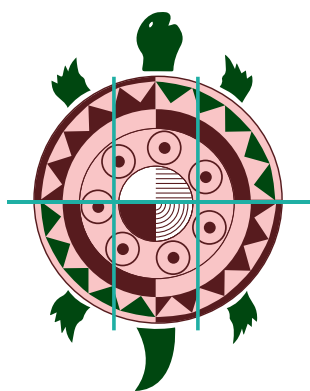
The NHBP logo should not appear without the secondary wordmark.



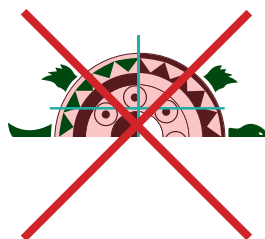
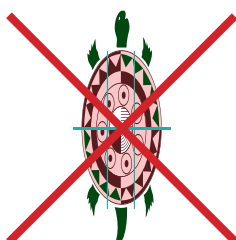
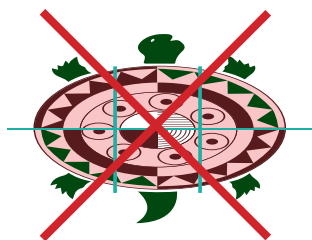
**NOTTAWASEPPI HURON
BAND OF THE POTAWATOMI**



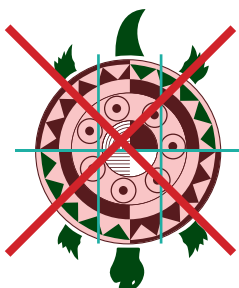
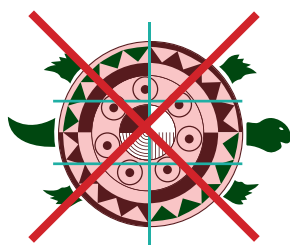
**NOTTAWASEPPI HURON
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The NHBP Mshiké should always be either vertical with the head pointed up or at a 45° tilt left or right.



The NHBP Mshiké should not be distorted or cropped.



The NHBP Mshiké should not be used in different orientations.



The NHBP Mshiké should never be ghosted behind document text.

BRANDING ELEMENTS

COLORS

The following colors should be used on all official NHBP branded material, as well as in the NHBP logo, when used in full-color form.

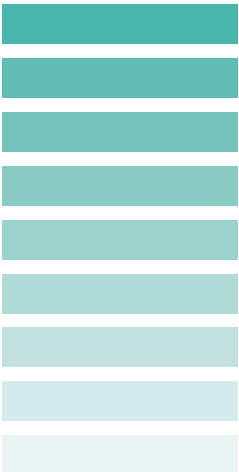
TURQUOISE



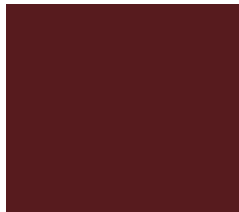
PMS 7473

C=77 R=20
M=10 G=169
Y=42 B=162
K=0

HEX: #14A9A2



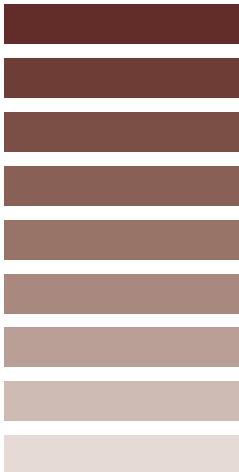
MAROON



PMS 504

C=35 R=95
M=98 G=12
Y=93 B=14
K=55

HEX: #5F0C0E



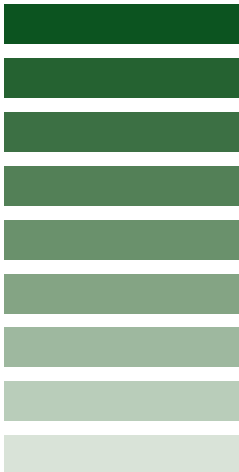
GREEN



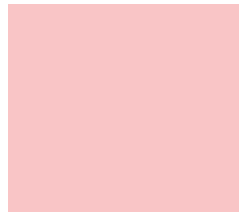
PMS 350

C=88 R=9
M=44 G=68
Y=93 B=37
K=53

HEX: #094425



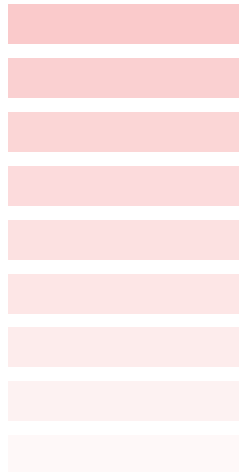
PINK



PMS 1767

C=0 R=250
M=31 G=198
Y=14 B=199
K=0

HEX: #FAC6C7



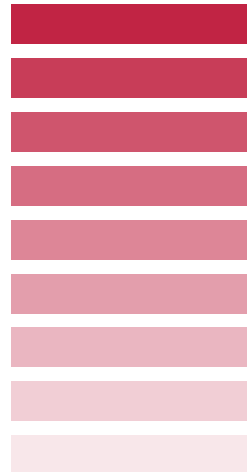
RED



PMS 200 C

C=0 R=186
M=94 G=12
Y=75 B=47
K=27

HEX: #ba0c2f



TYPOGRAPHY

The primary font of NHBP is Luxury Gold. This font should be used for: headings, subheads, titles, signage, and banners

LUXURY GOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

The secondary fonts of NHBP are Frutiger LT Std., Calibri, and Tahoma.
The fonts should be used for: letters, emails, body text, memos, and faxes.

Frutiger LT STD (47 Light Condensed)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Calibri (Light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Tahoma (Regular)

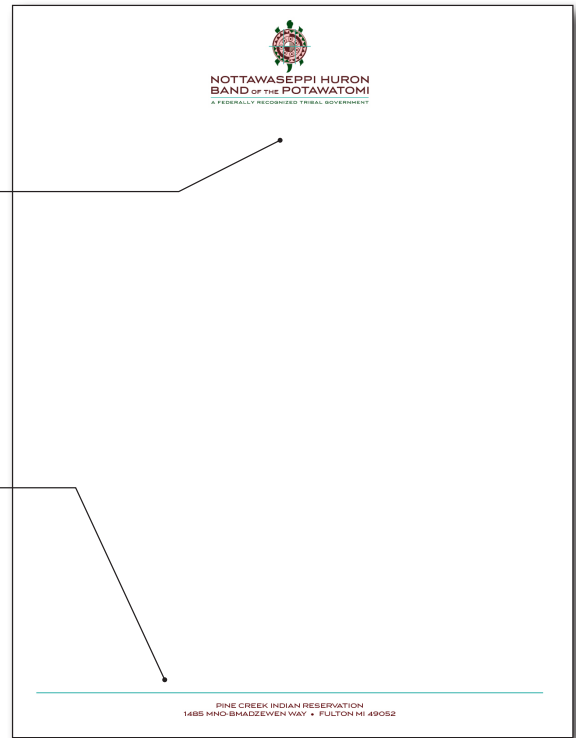
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

LETTERHEAD

All official correspondence should use the NHBP letterhead.

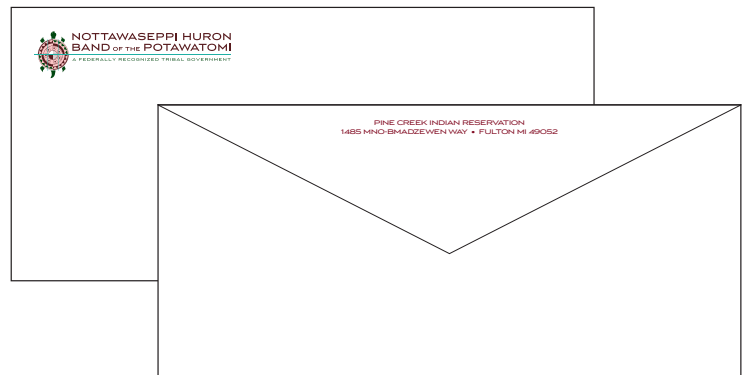
Header **MUST** contain center stacked NHBP logo.

Footer **MUST** contain NHBP's main mailing address.



ENVELOPE

All official correspondence should be mailed in approved NHBP envelopes. Envelopes can be obtained from the Communications Department.



BUSINESS CARD

All NHBP business cards should follow the following format:



FORMS

Forms should include both the Potawatomi and English translations of the department name above the double turquoise line.

The department name should be in all capitals using Tahoma typeface and the NHBP green color.

Form name should be included on the right side of form; below the double turquoise line; The form name should use Frutiger typeface and the NHBP maroon color.

All forms should include NHBP's main address in the footer, below the single turquoise line use Luxury Gold typeface and the NHBP maroon color.

EMAIL SIGNATURE

Email signatures should follow the following format for all official NHBP email correspondences:

NAME HERE | Title
Pine Creek Indian Reservation
1485 Mno-Bmadzewen Way, Fulton, MI 49052
o: 123.456.789 | c: 123.456.789 | f: 123.456.789
email@nhbp-nsn.gov | www.nhbp-nsn.gov

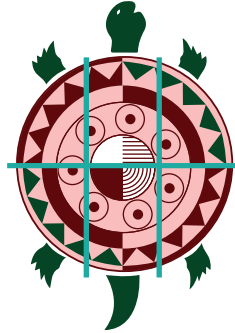


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Nottawaseppi Huron Band of the Potawatomi located in the State of Michigan. It is subject to the Electronic Communications Policy of Nottawaseppi Huron Band of the Potawatomi. This communication may contain confidential (including "protected health information" as defined by HIPAA) or legally privileged information intended for the sole use of the designated recipient(s). If you are not the intended recipient, please notify the sender immediately by reply e-mail and delete all copies of this communication and attachments without reading or saving them. If you are not the named addressee you are notified that disclosing, disseminating, copying, distributing or taking any action in reliance on the contents of this information is strictly prohibited.

NHBP PRESENTATIONS

All NHBP presentations should both begin and end with the NHBP center stacked logo.



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NHBP TRIBAL FLAG

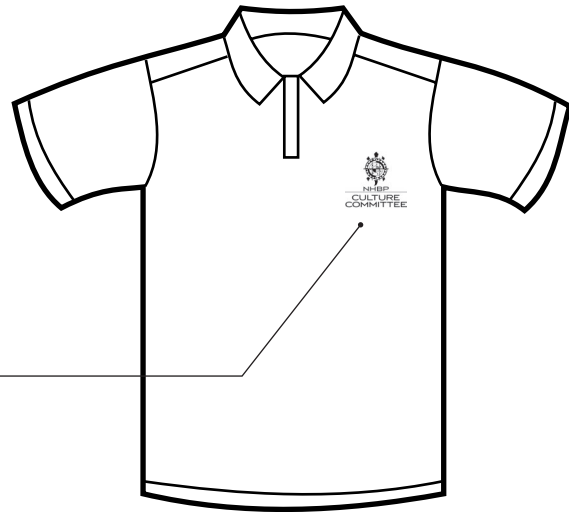


NHBP TRIBAL SEAL

The NHBP Tribal Seal is the official government seal for NHBP. Use of the official NHBP Tribal seal in an embossed form by anyone, except the NHBP Tribal Council Secretary and/or authorized officials in Government Records certifying official documents, is prohibited. Use of the official NHBP Tribal seal in its unembossed form is only permitted in connection with official correspondence or communications of the NHBP Tribal government.



APPAREL



All employee apparel should include the Mshiké, the text “NHBP” and the name of the department, committee or an employee’s designation.

Other logos may be used and may be embroidered in a variety of colors. The Mshiké and NHBP text should not be separated. Exceptions can be made for other apparel by the Communications Director.

